

A close-up portrait of a woman with voluminous, curly brown hair. She is looking directly at the camera with a serious expression. The background is a plain, light gray. In the top left corner, there is a red square with the word 'lucire' in white lowercase letters. In the bottom right corner, there is white text that reads 'THE LUCIRE WOMAN' in a large, bold, sans-serif font, and 'A STEP AHEAD' in a smaller, all-caps, sans-serif font below it.

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**THE
LUCIRE
WOMAN**

A STEP AHEAD

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The quintessential guide to style; distributed more regularly than any other major New Zealand fashion publication, *Lucire* showcases the season's trends in fashion and beauty both locally and internationally, navigating readers to what's fresh



Lucire

SHE'S **THAT GIRL**

SHE'S THE 21st century woman, always a step ahead. The first one onto new trends and the latest beauty secrets, getting a jump on her friends. She's fashionable and sophisticated, but she has a social conscience, knowing she's part of a community where she has her corner.

Like a lot of women, she has a sense of knowing what she wants. For herself, she indulges in quality and is not afraid to show it.

The *Lucire* reader is:

- aged between 21-34
- Tertiary educated
- Not afraid to indulge in fashion and beauty regularly, spending over \$500 per month or more
- Chic and confident
- Brand savvy
- Very social and keeps up with the social scene weekdays as well as weekends
- Loyal towards New Zealand designers, but she will not shy away from purchasing international items

Aimed at the modern career woman, the *Lucire* reader is influential in her circles. With her own sense of style, the *Lucire* woman will never copy what she sees in the media, she will be inspired by them and develop her own distinctive style. With a love of shopping, she is comfortable with mixing designer labels with vintage pieces. Aware that she is in the forefront of fashion, she will not try to be a fashion leader, she is a fashion leader.



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LUCIRE FEATURES

- Fashion 'Now', with items available in New Zealand stores;
- catwalk images from international and domestic shows;
- 'Première': a slightly more in-depth look at newsworthy fashion;
- in-depth features on a top or emerging New Zealand designer;
- beauty products and tips;
- in-depth features on a professional in the beauty trade;
- hair and beauty trends;
- 'Insight': newsworthy items in beauty;
- international fashion shoots;
- travel features;
- Living: lifestyle items and products;
- 'Our People': a personality who deserves to be highlighted.

A full editorial calendar of themes is available on request from the *Lucire* team, at info@lucire.com.



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LUCIRE DETAILS

A LEADER in the fashion market, *Lucire* responds to the ever-evolving consumer. Historically, it began as New Zealand's first commercial fashion website. By the turn of the millennium, it was firmly established as one of the highest-ranking fashion websites in the world. It has always been forward-looking. *Lucire* readers love being ahead, and the magazine knows what they want before they know themselves.

CIRCULATION

Print run in New Zealand at 20,000 per issue; current circulation running at c. 10,000

LUCIRE WEBSITE

40,000-70,000 people visit the Lucire website on a weekly basis (cross-media access; 4% New Zealand)
www.lucire.com

AGE GROUPS

Under 15	1%
15-24	32%
25-34	34%
35-44	20%
45-54	10%
55 and over	3%

FREQUENCY

Bi-monthly (Feb-Mar, Apr-May, Jun-Jul, Aug-Sep, Oct-Nov, Dec-Jan)



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ADVERTISING RATES & SPECIFICATIONS 2007

Rate card in NZ\$	Per issue plus GST
Full page	\$5,500
Junior page (limited number per issue)	\$3,000
IFC (if single page)	\$6,000
1st spread	\$11,500
Spread	\$10,000
IBC (if single page)	\$7,000
OBC	\$8,000

Loading: other than listed above, guaranteed positions will bear a loading of 10 per cent.

Main terms for New Zealand

- All prices in New Zealand dollars and include agency commissions.
- Terms are 30 days net based on the date of the invoice, usually issued on the 20th of the month before.
- Rates are subject to change without public notice.

Basic specs

The screen is 175 lpi, full page trimmed to 335 by 235 mm. Other sizes (without bleeds) measure:

- DPS 335 by 470 mm
- Junior page 335 by 78-33 mm

For the bleed, add 3 mm to outside trims.

Electronic files are to be sent to info@lucire.com with proofs to *Lucire*, 13 Mamari Street, Kilbirnie, Wellington 6022, New Zealand.

PDFs are preferred. Bleed and trim marks not necessarily required.

Lucire is done on a sheet-fed eight-colour press with FM screening. Therefore, the page area is not as relevant as with web offset.

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DEADLINES 2007

	<i>On sale</i>	<i>Booking d/l</i>	<i>Material d/l</i>	<i>Cancellation d/l, incl. inserts</i>
February	February 19	January 22	January 29	January 15
April	April 9	February 23	March 2	February 16
June	June 11	April 27	May 4	April 20
August	August 6	June 22	June 29	June 15
October	October 8	September 3	September 10	August 24
December	December 3	October 19	October 26	October 12



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